



Date: September 25, 2006
To: Gerald R. Miller, City Manager /s/
From: Katherine Parsons, Public Information Officer /s/
For: Mayor and Members of the City Council
Subject: City Report For Week Ending September 22, 2006

This *City Report* highlights various activities for the week ending September 22. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas, which are also used in the FY07 Budget, are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this framework will improve our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Focus Area: Community Safety

City Manager, Fire, Police and Technology Services

All Long Beach residents and businesses with landline phones will receive telephone emergency announcements through a *Reverse 9-1-1* Emergency Notification System the City is implementing to augment its emergency notification capabilities. Emergency announcements can also reach cell phones, TTY/TDD service or Internet phone service, but the numbers must be registered first. To register a cell phone, Internet phone or telephone device for the hearing impaired, visit www.longbeach.gov.

The *Reverse 9-1-1* Emergency Notification System can use mapping technologies and the 9-1-1 infrastructure data to convey official emergency warnings, guidance or updates throughout the City, or to a targeted area that could benefit from information about a public safety incident, such as a hazardous materials spill.

Focus Area: Environment

Parks, Recreation and Marine, Community Recreation Programs Bureau

More than 1,600 people participated in the 22nd Annual International Coastal Cleanup on September 16. Locally, participants picked up more than 5,000 pounds of trash and 350 pounds of recyclables at twelve sites along the coast and inland waterways.

Focus Area: Neighborhoods and Housing

Parks, Recreation and Marine, Neighborhood Services Bureau

A new PepsiCo Smart Spot playground at 14th Street and Chestnut Avenue, to promote active, healthy lifestyles among children and families, was built in just six hours on September 22. Nearly 200 volunteers from the community turned an empty lot into an exciting new playground, complete with slides and other fun activity stations that the children themselves designed. The 14th Street Park was made possible by PepsiCo and KaBOOM!, a national non-profit organization, and was coordinated with Better Balance for Long Beach (which donated \$5,000 from a Neighborhood Improvement Grant through Community Development Department CDBG funded Program), Partners of Parks and the City of Long Beach.

AWARDS AND SPECIAL RECOGNITION

Focus Area: Leadership, Management and Support **Community Development, Redevelopment**

The National League of Cities has announced that the Long Beach Redevelopment Agency is a finalist for the 2006 Awards for Municipal Excellence. The Redevelopment Agency has been nominated for the Renaissance Square project at 1900 Atlantic Avenue, a highly successful public-private partnership that has been a key component in the rebirth of the Central Long Beach Redevelopment Project Area. The city's Code Enforcement Program is also a finalist. The Awards for Municipal Excellence recognize outstanding government programs that have significantly contributed to a city's quality of life. Winners will be announced at the National League of Cities' Congress of Cities and Exposition in Reno, Nevada in December. For more information, contact Mary Nemick at 570.6316.

Community Development, Economic Development

The City of Long Beach has won the California Downtown Association's prestigious Crystal Eagle award honoring the City, the Grand Prix of Long Beach and the Downtown Long Beach Associates for their partnership in revitalizing downtown Long Beach. Each year the California Downtown Association honors outstanding achievements in a number of categories. Long Beach's award is for Special Events and Promotions. Long Beach officials will accept the Crystal Eagle award at the California Downtown Association conference in Monterey on September 27 to 29. For more information, please contact Robert Swayze at 570.3853.

UPCOMING EVENTS AND PROJECTS

Focus Area: Health and Human Services

Health and Human Services

The Healthy Homes Program is offering the *Unlock Your Door to a Healthier Home Environment* workshop on **September 27**, from 5:30 to 7:30 pm, at the Long Beach Center for Family and Youth, 6335 Myrtle Ave. The free workshop provides information on how to reduce environmental hazards in the home that contribute to asthma, allergies and other respiratory illnesses. Call 570.4104 for details.

WEEKLY HIGHLIGHTS

Focus Area: Business and Economic Assistance

Community Development, Workforce Development

Seven local agencies will receive \$850,000 to provide workforce development services to local youth under funding recommendations generated by the Greater Long Beach Workforce Development Board Youth Council and approved by City Council. Between October 2006 and June 2008, the agencies will operate various projects that focus on connecting at-risk and economically disadvantaged youth with quality secondary and post-secondary educational opportunities, as well as high-growth industries and other local employment. For more information, contact Bryan Rogers at 570.3701.

Community Development, Economic Development

The fifth in a series of Community Forums designed to provide businesses and residents the opportunity to comment on the new Pine Avenue Entertainment District Pilot Program was held recently. City staff from the Department and the Police Department gave an update on the Entertainment District's implementation and led a discussion on the program's effects, addressing any concerns of neighborhood residents and businesses. For more information, please contact Robert Swayze at 570.3853.

WEEKLY HIGHLIGHTS

Focus Area: Business and Economic Assistance (continued)

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 1,700 people participated in the Avon Walk for Breast Cancer, held throughout the city on September 16 and 17.

CBS, with a cast and crew of 100, filmed the TV show *CSI Miami* at Seaside Way and on the beach behind the Villa Riviera on September 18.

NBC, with a cast and crew of 150, filmed the TV show *Las Vegas* on Aquarium Way, South Pine Avenue, and East Broadway on September 19.

Focus Area: Community Safety

Community Development and Police

Thirty-two parents and children recently attended a workshop on child passenger safety hosted by the Anaheim Street Community Police Center which included information on crash dynamics, laws and standards, types of vehicle occupant restraints, types of safety seats, proper securing of children and elements of correct installation. Funding was provided by a grant from the California Office of Traffic Safety to the City of Long Beach Neighborhood Services Bureau through the National Highway Traffic Safety Administration. For more information, contact Bryant_Ben@longbeach.gov.

Focus Area: Culture, Education and Leisure

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 1,500 people attended the 11th Annual Brazilian Street Carnival, on the Promenade between Broadway and Third Street on September 17.

Community Development, Neighborhood Services

More than fifty participants attended a workshop titled *How to Get Media Attention for Your Community Event*. The well-received presentation by Community Action Team founder Justin Rudd was held at the Neighborhood Resource Center. For more information on this and upcoming workshops, please call the Neighborhood Resource Center at 570.1010.

City Manager

The City Hall Plaza looks a little brighter with various City-related educational campaigns prominently displayed in the City Kiosks. The project was coordinated through the efforts of City Manager, Library Services, Financial Management, Health and Human Services, Planning and Building, Human Resources, and Civil Service staff.

Focus Area: Health and Human Services

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 300 people attended the Fiesta Patrias Health and Safety Fair, at Admiral Kidd Park on September 16.

WEEKLY HIGHLIGHTS

Focus Area: Leadership, Management and Support

City Manager

More than 55 managers and key staff from City Manager departments participated in the first series of *Managing for Results Training*, from July 31 to August 4. Ongoing professional development in performance management will help City staff to use performance information to provide excellent services to the community as efficiently as possible. *Managing for Results Training* is a key component of Focus On Results Long Beach (FOR Long Beach). For more information about FOR Long Beach or *Managing for Results Training*, please contact Stephen.Scott@longbeach.gov.

Focus Area: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 3,350 service calls. This total included 1,040 gas and Water Utility turn-ons, and 687 turn-offs. During this period, 1,421 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 202 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 345 emergency phone calls that resulted in 96 emergency orders being sent out.

Focus Area: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

Marine Maintenance staff installed one memorial bench at Marine Stadium and one at Bluff Park. Staff also modified Gangway 25 as a test for the relocation of boats during major construction in the Alamitos Bay Marina beginning next year.

Parks, Recreation and Marine, Planning and Development Bureau

A four-foot-high pedestrian fence has been installed, and the shrubs are being replaced, on the center medians on Long Beach Blvd., north of Artesia Blvd.

Street Construction Report

Public Works, Streetscape

Contact: 570.5160

Santa Fe Ave.	Between Pacific Coast Hwy. and Wardlow Rd.
Estimated completion:	Early December

Atlantic Ave.	Between 56th St. to 59th St.
South St.	Between Linden Ave. to Lime Ave.
Estimated completion:	Early November

Public Works, Street Improvement

Contact: Public Works	570.5160
Long Beach Blvd.	Between Wardlow Rd. and San Antonio Dr.
Estimated completion:	Early October

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave.	Corner of Ocean Blvd. and Magnolia Ave.
Estimated completion:	Late September

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GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager